

Development of tourism in the region on the basis of cluster approach

Bunakov O.

Kazan Federal University, 420008, Kremlevskaya 18, Kazan, Russia

Abstract

© Medwell Journals, 2016. In this study, cluster approach for management and a sustainable development of tourism in the region is considered. The main advantages of use of cluster approach to private investors, the state and locals are shown. Possibilities of formation of clusters at the regional level are considered.

Keywords

Cluster, Cluster approach, Positioning, Possibilities, Tourism